K-Love serves me, as a member of my community, in a very important way. It builds up my spirits, encourages me to be a better, more productive, kind and compassionate person, and inspires me to be a better Christian and role model. I feel that if K-Love were taken on the air in my community for some other programming, our listening choices would be limited to simply the mainstream, mondane, monotonous radio garbble that can be heard in any town across America. Having K-Love is an alternative that promotes an environment of openess and diversity. Having said that, our public is served by this openess and diversity in a positive, uplifting, and encouraging way that serves only to help people feel better about themselves, their lives, and their fellow man.